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REMARKS

Claims 6, 9-10, and 14-15 are rejected under 35 U.S.C. 103(a) as being unpatentable over Mault (US Pub No: 2003/0208409) in view of Hack et al. (US Pub No: 2003/0109286). Claim 7 is rejected under 35 U.S.C. 103(a) as being unpatentable over Mault in view of Hack et al. and further in view of Valdes (US Pub No: 2002/0167536). Reconsideration of these claims is respectfully requested.

Mault discloses a portable computing device for assisting a person to locate a food retailer in view of a food preference of the person comprises a display; a wireless transceiver for communication with a communications network; a position location device; and a software program adapted to transmit the food preference and the location of the person to a remote computer system over a communications network, to receive data from the remote computer, and to display food retail locations and menu lists complying with the food preference to the person on the display of the computing device. The portable computing device (such as a PDA) can be used to show menus from which the user may select a meal option, restricted by dietary goals and needs, such as items with less than a certain fat value. Page 2, Paragraph 11. Menus displayed on the PDA may include numbers ("points") such as those used by Weight Watchers (tm) in weight reduction programs. Page 2, Paragraph 14.

Hack et al. disclose an intelligent multi-media display communication system. According to the invention, an intelligent display system 106 can be coupled to the housing 102. The display system 106, which can be electrically coupled to the processor 103, can operate in conventional mode or intelligent mode. In conventional mode, the whole displayed is refreshed periodically (e.g., 60-100 times per second). In such an embodiment, conventional video processing electronics can be used to connect the display system 106 to the processor 103 (or other, external video source). Page 4, Paragraph 45. Alternatively, processing power could be provided locally to each pixel 109. For example, each pixel 109 could be programmed (or initialized) to know where it is relative to other pixels in the display. Unique addressing codes can be provided so that each pixel 109 knows what to display. Thus, the pixels 109 in an intelligent display system 106 can be viewed as nodes on a network. In such an embodiment, the processor 103 can provide display signals to the pixels 109. Preferably, a display signal includes an address that corresponds to a particular pixel (or group of pixels) and content that indicates

what the addressed pixel (group) is to display. The pixel receives the signal and determines from the signal what it is to display. It is also contemplated that the processor can provide higher level information to the pixels. In such an embodiment, each pixel 109 can perform calculations on the higher level information to determine what it has to display. Page 4, Paragraph 47. In a conventional display, driver electronics can provide the necessary information to each pixel 109 as to its brightness state. In an intelligent display, the pixels can be interconnected via a common data bus that carries data packets to the pixels. The data packets can include fields that have values that represent pixel location and brightness. The data packet can provide either the physical or logical address of the pixel it is addressing, as well as the brightness state of that pixel. In such an embodiment, each pixel 109 can include circuitry to decode the address and brightness information. Page 4, Paragraph 48. Hack et al. additionally disclose that the display can include a plurality of self-configurable pixels. Each pixel can include a local processor and a memory that contains a pixel address associated with the pixel. The pixels can be adapted to configure themselves with respect to grayscale and resolution. The pixels can include groups of sub-pixels, where each sub-pixel includes a number of light emitting devices. The number of light emitting devices that form a sub-pixel can depend on grayscale and resolution of the pixel. Page 2, Paragraph 14.

Amended Claim 6 is patentable by calling for a display station of the type set forth therein having, among other things, at least one integrated circuit chip mounted on said flexible substrate for controlling said display and enabling wireless communication with the information source,

Although as discussed above Hack et al. disclose that processing power can be provided locally to each pixel 109, and that each pixel 109 can include a local processor and a memory that contains a pixel address associated with the pixel, neither Mault nor Hack et al, separately or combined, disclose at least one integrated circuit mounted on the substrate, let alone at least one integrated circuit chip mounted on the flexible substrate for controlling the display and enabling wireless communication with the information source. Although it is not clear to Applicant, it appears that circuitry disclosed in Hack et al. with respect to each pixel may be nothing more than the display circuits imprinted on the flexible substrate to form a flexible display screen, as called for elsewhere in amended Claim 6.

Claims 7, 9-10 and 16 and new Claim 18 depend from Claim 6 and are patentable for the same reasons as Claim 6 and by reason of the additional limitations called for therein. In this regard with respect to Claim 7, Applicant requests that the Examiner direct Applicant to the specific language in Valdes et al. disclosing a display station wherein said at least one integrated circuit chip is contained in a box that hangs below said display screen and causes the display screen to hang straight. Claim 16 is additionally patentable by providing that the at least one integrated circuit chip includes speech recognition circuits, while new Claim 18 is additionally patentable by providing that the at least one integrated circuit chip includes a micro-controller chip, a display driver chip and a radio-frequency chip.

Amended Claim 14 is patentable for reasons similar to Claim 6 by calling for a display station of the type set forth therein having, among other things, at least one integrated circuit chip carried on said flexible substrate and including display drivers and a radio frequency transceiver for permitting said wireless communication with the information source. Claim 14 is additionally patentable by calling a display station of the type set forth therein having, among other things, a free end and said at least one integrated circuit chip being mounted on the free end of said display screen for serving as a weight to cause said display screen to hang substantially straight.

Contrary to the assertion of Examiner referring to Mault on Page 2, Paragraph 14, Mault refers only to "Weight Watchers" as an example of a menu displayed on the PDA. There is no mention of the display screen having a free end and said electronic circuits being mounted on the free end of said display screen for serving as a weight to cause said display screen to hang substantially straight.

Claims 15 and 17 and new Claim 19 depend from Claim 14 and are patentable for the same reasons as Claim 14 and by reason of the additional limitations called for therein.

In view of the foregoing, it is respectfully submitted that the claims of record are allowable and that the application should be passed to issue. Should the Examiner believe that the application is not in a condition for allowance and that a telephone interview would help

further prosecution of this case, the Examiner is requested to contact the undersigned attorney at the phone number below.

Respectfully submitted,

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